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Sustaining a Successful Workforce
by Ken Ariathurai, p. 6

Weathering Turbulent Times
by Callette Nielsen, p. 4

VOLUME 9,
NUMBER 4

Employee Incentives: Thinking Beyond the Traditional Standards

August
2008

Offering Travel Incentives to your Employees

By Terri Landon
BJ Travel

People love to travel. Traveling helps us to escape the 9 to 5 daily grind, and allows us to return to our jobs feeling renewed. Traveling to new destinations creates memories that will last a lifetime.

In today's competitive marketplace, incentive travel is a valuable and powerful tool, setting your company apart from the others. You can imple-

ment travel incentives to motivate your sales force, or to help in retaining the loyalty of your employees and staff.

According to an article in the Public Agenda, less than twenty-five percent of American workers state that they are currently working at their full potential, fifty percent do no more than the basic requirements of the job, and seventy-five percent say they could be more productive. Creating incentives can be an essential tool in retaining and motivating employees.

Offering a Travel Incentive program is also an effective tool in recruiting qualified employees. Usually candidates seeking employment are basing their decisions on job location, advancement possibilities, and benefits packages. Being able to offer an Incentive Travel Program shows that your company cares about the employee work environment and well-being of the employees.

—Incentives,
page 5

Chamber Voices Strong Support for A's Move to Fremont

By Nina Moore
*Director of Government and
Community Affairs*

At its July 11th Board meeting, the Chamber's Board of Directors voted to enthusiastically support the proposed move of the Oakland A's to Fremont along with the proposed Ballpark Village. The Ballpark Village comprises an entire retail and residential development built around the A's stadium.

"The Chamber's mission is to support the overall business climate in Fremont, and the Board believes that the Oakland A's move to Fremont will be a catalyst for additional economic development within Fremont," said Cindy Bonior, CEO and President of the Fremont Chamber of Commerce. She went on to note that the Chamber believes that having a major league team based in our City will bring a

—Chamber Support,
page 5

Ergonomics: Good for the Employee, Good for Business



By Melanie Coronel, D.C.
Chiropractor

A healthy work lifestyle is becoming more and more challenging to maintain. With the use of laptops and the ability to log into work from home, we are working harder and

longer.

Considering this, prevention and wellness when working is more than a luxury these days. They are a must when it comes to establishing employee comfort, increasing employee efficiency, preventing employee injury, and lowering worker's compensation claims.

According to the National Research Council, Institute of Medicine, in 2001, California employers spent a total cost of \$4.5 billion on ergonomic injuries and ergonomic injuries accounted for 27 percent of all workplace injuries in California. The US Department of Labor reported 52,000 California employees missed work due to poor ergonomics. Over 60 percent of these workers missed more than one week of work.

Ergonomics is the science of fitting the job to the worker. When there is a mismatch between the physical requirements of a particular job and the physical capacity of a worker, work-related musculoskeletal disorders (MSDs) can result. These work injuries are costly to both the employer and employees.

Having an ergonomics program in place is one way employers can ensure the health and safety of employees and, in turn, save money for themselves, the government, and the employee. These programs can include ergonomic evaluations to ensure workstations are fitted specifically to the worker assigned and prevention classes focusing on the possible injuries commonly found on the job and how to avoid them.

Since each job has its own unique challenges, you can start learning more about proper ergonomics specific to industry by visiting the Occupational Safety and Health Administration (OSHA) website. There you can build a solid foundation on what is required for any type of business.

If you haven't established a formal program yet, here are a few general ergonomic tips you can share with your employees or co-workers:

Look Away From the Computer

We can easily be so engrossed in our work that we stare at a computer screen for hours on end. Looking into these screens can be very straining on your eyes. For this reason, try and re-

—Ergonomics,
page 8

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*Our Mission is to
promote, support and
enhance a positive
business environment.*

Fremont Chamber of Commerce
39488 Stevenson Place, Suite 100
Fremont, CA 94539

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2008 – 2009

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Staff

Cindy Bonior.....President & CEO
510-795-2244, ext. 106
cbonior@fremontbusiness.com

Nina Moore.....Director of Gov't & Comm Affairs
510-795-2244, ext. 107
nmoore@fremontbusiness.com

KK Kaneshiro.....Director of Member Services
510-795-2244, ext. 103
kkaneshiro@fremontbusiness.com

Lana Hillary-Windom.....Office Manager
510-795-2244, ext. 105
lhillary-windom@fremontbusiness.com

Napoleon Batalao.....Webmaster, Layout Editor
510-795-2244, ext. 102
nbatalao@fremontbusiness.com

Fremont Business Review

Published monthly by the Fremont Chamber of Commerce. Available by subscription, \$135 per year. Free subscription with annual membership dues. For more information and our online directory: www.fremontbusiness.com. email: fmntcc@fremontbusiness.com

Printed using soy ink

Top
of the
Week
REPORT
Linking the Business Community

email Napoleon Batalao at
nbatalao@fremontbusiness.com with
SUBSCRIBE in the subject line. Read the
latest issue online at
[www.fremontbusiness.com/
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George L. Duarte
Horizon Financial

man and past Chamber Chairman Dirk Lorenz, whose tireless efforts and endless hours are greatly appreciated by all of us. I would also like to congratulate and thank the members of the Chamber Board of Directors who helped: the Chamber's Ambassadors Team; the local service organizations and nonprofits; Fremont Police and Fire Departments, Fremont

Chairman's Message

Thank you and Onward!

By the time you read this message, we will have successfully celebrated the Silver Anniversary of the Fremont Festival of the Arts, currently on target to be the largest and most successful festival yet. This is quite an accomplishment in these uncertain times, and I would like to recognize the superhuman efforts of the Chamber Staff—Cindy Bonior, KK Kaneshiro, Nina Moore, Lana Hillary-Windom, and Napoleon Batalao. This intrepid crew was lead by Festival Chair-

man and past Chamber Chairman Dirk Lorenz, whose tireless efforts and endless hours are greatly appreciated by all of us. I would also like to congratulate and thank the members of the Chamber Board of Directors who helped: the Chamber's Ambassadors Team; the local service organizations and nonprofits; Fremont Police and Fire Departments, Fremont

City Staff; and the dozens of volunteers, helpers and other associates, without whom we couldn't pull this project off.

Our next event is the Chamber's Annual Gala, this year held with some significant changes from the past. This year, the Gala will be called the Harvest Moon Celebration, and will be held on Friday September 12th, at Magnussen's Lexus Showroom. An auto showroom, you ask? If you haven't been there, it's one of the nicest places in town! The theme will be less formal than in the past, with a variety of delectable food choices provided by Fremont Chamber member restaurants at various food stations, encouraging people to circulate and meet old and new friends. We will also be presenting our annual "Excellence in Leadership" award and are proud to announce Kaiser Permanente as our 2008 honoree, for their long-term leadership and support of business and charitable programs within our greater community. Tickets will be priced well below Galas in the past, to encourage a large turnout. There will be a DJ for music, fun decorations, and a good time is guaranteed for all. Keep an eye out for announcements, and be sure to save the date!



By Emmi Ensign
Golden Benchmark Insurance
Services

How important are incentives in attracting, retaining and rewarding employee performance? What is the definition of Employee Incentive? Do different employees respond to different kinds of incentives? Do the incentives need to cost you, the employer, cash?

Companies have always worked with scarce natural resources, especially talent. In today's economy, the battle for highly skilled people is fiercer than ever. Put simply: the companies that are able to attract and retain the best and brightest people – and maximize the return they get on their investments in people – are winning.

Briefly, a popularly accepted definition of Employee Incentive is: A work environment, company culture, job description, created by management designed to attract employees to work more efficiently, with increasing productivity and satisfaction.

There are varying types of incentives based on the job description and the type of employee you are designing an incentive program around. For example, older employees have different values and motivations than younger employees. A young married mother with two children may have different values and motivations than a single young man who just graduated from high school or college. Some employees are incentivized because they want to be promoted and stay with the company for many years.

Their primary incentive is a secure long-term career with the same employer. Another employee may want to earn as much as possible as quickly as possible. Their five year goal is a dream of opening a boutique art gallery in Aspen, Colorado.

So you can see, developing specific employee incentives in a small business can be a challenge. I will depart here from the standard list of employee incentives such as compensation, benefits, promotion and recognition because you can read many other articles about these incentives. A great source is: www.sibson.com/publications/perspectives from Sibson Consulting.

Having been in management and an employer of 30 years (time flies!) I would like to offer a philosophy about employee incentives that many of you may already share:

Bulletin: An Employer Has Limited Impact on Employee Incentive!

There, I've said it. I believe that the role of the employer is to find people who are already motivated and productive. Here's a good book on the subject: "The Hands Off Manager" by Steve Chandler. <http://www.stevechandler.com/index.html>

First let's distinguish between a "commodity employee" and a "tal-

Employee Incentives: The Role of Corporate Culture

ent employee". A "commodity employee" is an employee who will show up and produce at a minimum. They are there for the paycheck, nothing more and nothing less. The job they have at your company is as good as the job down the street. Here today, gone tomorrow. On the other hand, the talented employee is an employee who is internally motivated; not by your company or its incentive program. Sure, that helps. But they are already driven to succeed at everything in their life, including their work. They enjoy life's challenges. They are proactive in their approach to life and their work. The job or career your company is offering matches who they are already.

How do you find these talented people?

First examine yourself. What are your goals, aspirations, priorities, values? What vision do you communicate to everyone around you about where your company is headed; the passion behind the product and service? Is the vision fresh? Does it inspire you? (If it doesn't, it won't inspire anyone else). Do you communicate this vision often? A business is a living, breathing entity. It has a personality, a life, a language. What language is it speaking to your employees?

In conclusion, there should be a firm foundation from which to build this model of attraction. There should be basic employee incentives that create a healthy enterprise. The following are steps you can take today:

1. Create a safe and clean work environment.
2. Create a harmonious environment free from harassment such as race, creed, or color.

3. Support and demonstrate a positive focus environment that rewards employee responsibility and accountability.
4. When your company is seeking to fill a position, the first discussion should include a company's culture, dress codes, and company core values. These should be frankly discussed before an employee moves to the next interview. Once candidates are selected (3 candidates are optimal), a series of 2-3 interviews is recommended to talk at length with each candidate. Ask key employees in the company to assist you. A C-Level executive, the manager of the department and a key employee within the company should be in on one or more of the interviews.

Choosing to interview a candidate in this manner reduces the likelihood of selecting the wrong candidate. The more your candidate talks, the more you will learn about them before you hire them.

I'd love to hear your opinion about my philosophy on Employee Incentives. Will you please call or email me?

Emmi Ensign is founder and President of Golden Benchmark Insurance Services, a full service employee benefits and property casualty brokerage. She and her staff have been serving the Bay Area since 1983. Golden Benchmark Insurance is located at 4588 Peralta Blvd. #4 in Fremont. You can reach Emmi at (510) 818-9877 or email emmilou@goldenbenchmark.com.

"I believe that the role of the employer is to find people who are already motivated and productive"

Rewarding your Most Valuable Asset

Yes indeed: employees can be your most valuable asset! This issue is dedicated to those wonderful employees who make your business successful, and how to keep them satisfied. There are many ways besides paying them more money. These range from creating comfortable and safe working conditions to health benefits to special rewards. I hope that in reading this issue, you may gain a new perspective or a new idea.

The first step is to recognize which employees are your most valuable. Then, reward them with 'spot bonuses' (unexpected bonus checks), tickets to movies, tickets to concerts or ballgames or, if affordable, a trip to Hawaii or another desirable location. Another idea is to have a company-wide contest for a free trip or prize.

Then observe your 'average' employees. Companies need them too—you can't have superstars in all areas. Praise them when they do something well—even though it may be a small thing.

Finally, work with your weakest employees. When you correct their mistakes, start by complimenting them on what they do well, and then go on to explain the correction needed.

You may ultimately find that the job is not a 'good fit' for the employee or the company. In those cases the best thing to do is to let them go, so they can find a better home where they fit in well. It is always important to remember that weak employees can be a big drag on your company bottom line and morale. This is especially true in

small businesses.

Continually evaluate strengths versus weaknesses in each employee. Recognize the strengths and praise, encourage and reward them for it.

Reward and praise good employees. Set the bad ones free, so they can find their own niche somewhere else!

Making a mistake once in awhile is not necessarily a bad thing. One of my bosses used to say, "If you don't make any mistakes you're not trying hard enough or pushing the envelope." Repeated mistakes are a red flag and require action. Hold employee training sessions regularly—more frequently for the ones who make mistakes often.

Evaluate potential employees carefully before hiring them. If you find that an employee whom you hired is struggling, try training. If that doesn't help much, move them to other duties where they could excel. If that doesn't help, admit to yourself that you made a mistake in hiring that person. Move them out as quickly as possible - you most likely will be doing them a favor as well as preventing poisoning the whole pool.

Bottom line: Reward and praise good employees. Set the bad ones free, so they can find their own niche somewhere else!

Ken Ariathurai is founder and President of Aria Printing @ The UPS Store. He has a degree in Mechanical Engineering. He worked in Silicon Valley start-ups and established companies for several years. He continues to run Assembly Engineering Services Inc.—an engineering consulting firm. You can reach Ken at 510-687-1600 or e-mail: KenAria@sbglobal.net



Ken Ariathurai
Aria Printing @ the UPS Store

Calendar of Events

August

2-3 Fremont Festival of the Arts
10 a.m.- 6 p.m.
Central Fremont, Paseo Padre Parkway @ Walnut Ave.

4-8 Chamber Office Closed

13 Ambassadors' Meeting
8 a.m., Chamber Conference Room

Pacific National Bank Mixer
5-7 p.m.
37324 Fremont Blvd., Fremont
Phone: (510) 796-9800
Headquartered in San Francisco, Pacific National Bank provides a full range of personal, business and commercial real estate financing services. It has a total of 18 branches and assets of \$1.7 billion.

20 Connection Club Leaders Meeting
8 a.m., Chamber Conference Room

26 Leadership Fremont Steering Committee meeting
8 a.m., Chamber Conference Room

27 Government Affairs Committee meeting
7:45 a.m., Chamber Conference Room

Realty Experts - William Hartkopf Mixer
5-7 p.m.
41051 Mission Blvd., Fremont
Phone: (510) 226-2444
Realty Experts are real estate sales specialists serving the San Francisco Bay Area since 1974. Whether you have a home for sale or are looking for a home for sale Realty Experts will provide you with the service you deserve.

September

1 Labor Day
Chamber Office Closed

2 City Council Meeting
7 p.m., City Council Chambers

3 Ambassadors' Meeting
8 a.m., Chamber Conference Room

9 City Council Meeting
7 p.m., City Council Chambers

Visit our online events calendar at
www.fremontbusiness.com

Community Calendar

The Chamber also lists community events! Visit www.fremontbusiness.com/commCalendar.htm for the latest community oriented events in Fremont and the Tri-Cities area.

Got an event? email Nina Moore at nmoore@fremontbusiness.com

Save the Date:
Friday, September 12, 2008

The Fremont Chamber of Commerce's
Annual Gala:
**the Harvest Moon
Celebration**

will be held on Friday, September 12th, at Magnussen Lexus of Fremont. 5600 Cushing Parkway, Fremont, CA 94538.
Sponsorship opportunities available. Call Cindy Bonior at 510-795-2244, ext. 106, or email cbonior@fremontbusiness.com

New Members

Apparel - Infant, Child

Baby Hugs

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www.baby-hugs.com

Banks

Pacific National Bank

Sabrina Choochagi
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schoochgi@pacificnational.com
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j_skinlaseressentials@yahoo.com
www.skinlaseressentials.com

Concrete Products

Genesis Stoneworks

Michael Denney
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Phone: (510) 226-6677
Fax: (510) 226-6377
michael@genestoneworks.com
www.genestoneworks.com

Dentists

Roland G. Chew, DDS

Roland Chew
39055 Hastings St., Ste. 203
Fremont, CA 94538
Phone: (510) 793-0300
Fax: (510) 793-0301
kim_drrolanddds@sbcglobal.net
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Nonprofit Organizations

Eden I & R, Inc.

Barbara Bernstein
570 B St.
Hayward, CA 94541
Phone: (510) 537-2710
Fax: (510) 537-0986
bbernstein@edenir.org
www.edenir.org

Eden I&R has been fulfilling a vital role in Alameda County since 1976. The agency fulfills its mission of "linking people and resources" throughout several programs which link at-risk populations (e.g. non-english speaking, low-income, or homeless individuals) with critical social services. Their main program is 2-1-1 Alameda County.

Photographers

Derrick Dobbs Photography

Derrick Dobbs
23104 Bernhardt St., Ste. A
Hayward, CA 94545
Phone: (510) 293-0888
derrickdobbs@sbcglobal.net
www.derrickdobbs.com

Printers

Action Litho, Inc.

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Fax: (510) 886-2778
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www.actionlitho.com

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San Jose Sabercats
Selaro Real Estate Services - Scott Capen
Ted's Video Services
The Entrepreneur's Source
Titan's Kingdom Doggie Daycare & Vacationing Resort
Wal-Mart - Osgood Road

1 Year

Vida Y Vino Wine Bistro
Washington Township Medical Group, Inc
AFLAC - Allison Farris Wendelberger
Service Master Commercial Cleaning Services

Congratulations to all our Chamber members who have reached these milestones

Weathering Turbulent Times



By Callette Nielsen
Fremont Marriott Silicon Valley

Bill Marriott recently blogged about "Weathering Turbulent Times." He said: "I know the daily headlines about the economy are causing some jitters. I'm as concerned as you are about the declining stock market, distress at mortgage giants Fannie Mae and Freddie Mac and all the turbulence in the airline industry. ... I have terrific confidence in our business strategy, the strength of our management team and spirited associates to weather this storm and come out ahead." <http://www.blogs.marriott.com>

Recently I was asked what our

company does to motivate and take care of employees during these difficult times. I've reflected on this question and, as I gathered examples of day-to-day practices, I realized that truly being successful in taking care of employees begins at a much deeper level. It transcends business and goes back to culture and values. Our company culture and core values were established over 80 years ago and have served our company well. They continue to guide our growth and influence our daily activities as leaders. Foremost among these important values is the enduring belief that Marriott associates are our greatest assets. The fundamental ideals of service to associates are exemplified by Marriott's "Spirit to Serve" philosophy.

Spirit to Serve Our Associates by:

- The unshakeable conviction that our people are our most important asset
- An environment that supports associate growth and personal development
- A reputation for employing caring, dependable associates who are ethical and trustworthy
- A home-like atmosphere and friendly workplace relationships

• A performance-reward system that recognizes the important contributions of both hourly and management associates

- Pride in the Marriott name, accomplishments, and record of success
- A focus on growth -- managed and franchised properties, owners, and investors

Nothing could be truer than J. Willard Marriott's adage: "...if you take care of your associates, they will take care of the customer, and the customer will keep coming back...."

This is one of Marriott International's most important and enduring principles and one that will help each of us "weather the storm."

Callette Nielsen is the General Manager of the Fremont Marriott Silicon Valley. As the only full-service hotel in Fremont California, the Marriott provides an elegant and accommodating atmosphere, near many Bay Area attractions, and also offers 12,800 square feet of meeting space in 17 versatile and fully equipped meeting facilities. For more information, contact Callette at (510) 413-3767 or email Callette.Nielsen@marriott.com.

Connection Club Meeting Dates, Times, Places

The Chamber's Connection Club is a "business to business" referral program, designed to give maximum support and opportunity to Chamber members who understand the value of networking and doing business with people they know and trust. No duplications of business types allowed. Each club may only have one representative of any given profession or specialty.

To visit a Connection Club, please call the Chair or Vice Chair to reserve your space.

Tuesday Noon
meets weekly at 11:45 a.m.
Ginger Cafe at Newark Hilton
39900 Balentine Dr., Newark
Chair: Justine Schroeder, (510) 673-4646
Vice: Russell Bender (510) 770-9360
www.tuesdayconnectionclub.com

Connect 2 Succeed
2nd & 4th Thursday at 11:45 am
Outback Steakhouse
5225 Stevenson Blvd., Fremont
Chair: Sandra Madonna (510) 910-2681
Vice-Chair: tba
www.connect2succeed.com

Fridays Women In Business
meets weekly at 7:30 a.m.
Best Western Garden Court Inn
5400 Mowry Ave., Fremont
Chair: Tammy Duran, (510) 693-5054
Vice-Chair: Maria Sicalbo, (510) 791-0852
www.fremontwib.com

Thursday AM
meets weekly at 7:30 a.m.
The Depot Diner
37260 Fremont Blvd., Fremont
Chair: Renee White (510) 790-0822
Vice: Madeline Holmes (510) 599-1215
www.thursdayAM.com

Referrals Plus
1st & 3rd Thursday at 11:45 am
The Outback Steakhouse
5225 Stevenson Blvd., Fremont
Chair: Laura Spano, (510) 209-9542
Vice: Scott Doruff, (510) 505-1011
www.thursdayreferralsplus.com

Friday AM Connection Club
meets weekly at 7:15 a.m.
The Depot Diner
37260 Fremont Blvd., Fremont
Chair: Dan Strauss, (510) 366-5082
Vice-Chair: Guido Bertoli, (510) 790-2444
www.fridayconnections.com

Doing Business Over Lunch

ELEPHANTBAR

39233 Fremont Bl.
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11 am-10 pm



39136 Paseo Padre Pkwy
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massimo's
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(510) 792-2000
Lunch(M-F): 11:30 am - 3 pm
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Saturdays, dinner only
4:30 pm - 9:30 pm



2740 Mowry Ave.

Fremont, **(510) 797-9000**
Sun-Thurs: 11:30 a.m. to 9:30 p.m.
Fri & Sat: 11:30 a.m. to 10:30 p.m.



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Sun-Thur: 11 am-9 pm
Fri-Sat: 11 am -9:30 pm

Some of the best business deals are made over lunch. If you would like to have your restaurant featured here, please call (510) 795-2244, or you can send an email to fmcc@fremontbusiness.com

Chamber Support—

from page 1

level of prestige to Fremont that will draw visitors and commerce to our City, along with a level of high-end retail that we have previously struggled to attract.

The Chamber board had previously taken a position of support for this project, assuming reasonable mitigation of issues related to traffic congestion, parking, school impacts, security needs and assuming no negative impact to the City's general fund. The decision to take a more active role of advocacy came after an assessment of the project's current status and the outreach that the A's have made to the various stakeholders within the community, specifically the retail, industrial, and education communities.

The A's have developed a parking and traffic mitigation plan that they are

continuing to refine in conversation with the various stakeholders, and they continue to work with the school district on meeting the requirements for school facilities generated from the residential portion of the project. They have indicated that they will assume all costs for additional security, traffic and parking management, and shuttle services on game days. It is anticipated that any costs for ongoing services in the Ballpark Village development will be covered by increased general fund revenues generated by the

Ballpark Village, and both the A's and the City of Fremont have stated their commitment to making sure this project is not a risk or a liability for Fremont.

So, are all the potential roadblocks completely resolved? No. That is for the Environmental Impact Report

(EIR) and City Council to ensure. But the A's are off to a great start. They have demonstrated a strong commitment to addressing the issues listed above, raised previously by the Chamber and other stakeholders. The Chamber board expressed confidence that the A's will continue to work through these issues, because they remain of paramount importance to the success of this project.

For the Chamber, the underlying question we asked ourselves is: what kind of City do we wish to be? A vibrant destination point, attractive to retail and industry alike, able to provide the level of services and activities important to residents, business, and travelers? We think so. Our support for this project is an acknowledgement of this belief.

We believe the A's will be strong contributor to local economic growth, from a business and services standpoint alike. This is a unique and not-to-be-missed opportunity.

"the Board believes that the Oakland A's move to Fremont will be a catalyst for additional economic development within Fremont."

Incentives—

from page 1

Jim Griffin, owner of James R. Griffin Construction Inc. in Fremont, has found that gifting all expense paid travel vacations for employees is a great way to commemorate milestones in their careers or reward them for particularly good work. Examples of their vacation gifting include all expense paid trips to Hawaii, New York and East Coast major league baseball park tours or weekends at first class resorts that the employees would not normally treat themselves to. Says Jim, "This program is an effective and welcome way to show appreciation for exceptional service. This program has not only been good for the employee, but has also served to strengthen the overall morale at our company."

Many travel companies offer travel incentive planning services, and are able to coordinate and manage the details of these trips. In deciding on a company to handle your travel program, choose one that is affiliated with professional organizations such as CLIA and IATAN, and that have the experience and knowledge that you can rely on.

Terri Landon has been a travel consultant for more than 20 years, and the owner of BJ Travel Center in Fremont for 14 years. BJ Travel has been providing quality travel service to the Bay Area since 1976! You can contact Terri at terrilan@sbcglobal.net or (510) 796-8300 or visit www.bjtravel Fremont.com.

Got News?



The Fremont Chamber will post appropriate business related news for Fremont Chamber of Commerce members.

Send articles, photos and press releases to Nina Moore at nmoore@fremontbusiness.com

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Sustaining a Successful Workforce

By Ken Ariathurai
Aria Printing @ the UPS Store

In addition to retaining trained and productive employees, managers need to make decisions related to how many employees to hire, how to effectively manage turnover, and how to hire those employees who can help move your company to that next level of success.

Some managers like to have an extra ten percent of the required workforce available. Others like to have ninety percent and expect employees to work harder to cover the extra ten percent of work. In my experience as a manager, I've found that having fewer employees (90-100 percent) and rewarding them well is bet-

ter than having extra people and spreading the rewards too thin. However, it's always useful to have a new employee at all times undergoing training to replace the ones who leave or who are let go.

If you have a full workforce, and come across a superstar who's available for hire, hire that person if at all possible. Then work on increasing your sales and marketing to justify that hiring, thereby moving your company to a new level.

Look at your company's product or service focus. Answer the following questions very objectively, without any biases. Are your company's re-

sources spread too thin? Are you in markets where you shouldn't waste your resources? What is the risk to reward ratio in various areas? How much bang for the buck are you realizing from each division or area that your company is in? Are you in areas due to 'force of habit'?

Is your business model broken? Should you shift your focus and resources to an entirely new area? Remember business models and plans are not set in concrete. With good evaluation and proper justification, company direction can be changed. Don't beat your head against the wall due to stubbornness. Think outside the box every once in a while. It can be refreshing to your staff to see you lead in a new direction



A successful staff is well rewarded

where there maybe more opportunities. Reach out to a new tree with 'low hanging fruit' as opposed to continuing to search for fruit on a tree which has been 'picked clean'.

In this way, you will consistently reinvigorate your existing employees, your new employee pool, and your business.

"I've found that having fewer employees and rewarding them well is better than having extra people and spreading the rewards too thin"

Online Business Directory Referrals Report June 2008

Total visits to fremontbusiness.com: **11,590**

Average number of monthly visits to fremontbusiness.com (6 month average): **11,321.5**

Total number of referrals from the website business directory: **9,941**

Each member averaged **13.34** referrals from the directory in June

Each day in June there was an average of **331** referrals from the directory

The top 150 display referrals received a total of **6,738** display referrals from the directory

The top 150 clicked on referrals received a total of **866** click thrus to their websites

The total emails sent from our directory was **5**

The total map referrals from our directory was **203**

Data provided by ChamberWeblink

BART Restores Full Service to Fremont Line: An Open Letter from Tom Blalock



By Thomas Blalock
BART Board of Directors

On behalf of the BART Board of Directors, I am pleased to announce that on July 14th we restored normal, full speed service on our Fremont lines. We originally thought that train service would not be fully restored until closer to August 1st, but thanks to BART's around-the-clock reconstruction crews, trains on both the Richmond-Fremont and Daly City-Fremont lines are running at full speed. Thankfully, all departure times now follow the timetable in the January 1, 2008 edition of the "BART Fares and Schedules" brochure.

Biggest Fires in BART History Disrupted Service to Fremont
BART experienced two terrible

electrical fires at our Hayward Train Yard on May 10, 2008, which caused major disruptions and delays for BART service to and from the Hayward, South Hayward, Union City and Fremont stations. I, myself, am a frequent BART commuter so I experienced interrupted service delays during the weeks required to assess and repair the damage as did my fellow BART passengers.

While the initial work was underway, Fremont BART riders were served by only one line of service, which caused delays and required a transfer at the Bay Fair Station. I know this proved very frustrating and inconvenient for all BART customers, and it is certainly not the type of service BART routinely provides. The transfers and subsequent delays were unavoidable as the fires caused extensive damage to our train control system and knocked out 25 percent of our system-wide maintenance and service operations.

As crews completed repairs to the control zones, the Bay Fair transfers became less necessary and delay periods were shortened. The situation had vastly improved by July 4, when BART could run an almost normal schedule in the affected service area.

The aftermath of the fire was enormously complicated. Removal of haz-

ardous and toxic material necessitated a major cleanup before a thorough damage assessment could be made. Only after the cleanup could BART employees evaluate the extent of the damage and determine what equipment had to be replaced.

The cause of the fire remains under investigation, and the final bill has not been calculated.

We Thank You for Your Patience

I'm sure the repair work may have seemed to take forever, and I feel obligated to extend an apology for this inconvenience.

BART customers have shown incredible patience and understanding of the situation, so I would like to thank them personally for their acts of goodwill during this disruption of service. I'm grateful that the daily delays rid-

ers have experienced are finally over. We're back to providing our customers with the high quality and reliable service they deserve.

Tom Blalock is vice-president of the BART board of directors, having served on the BART board since 1994. He represents BART District 6 (Fremont, Newark, Union City, and part of Hayward). He can be reached at (510) 490-7565.



Fremont BART service was restored July 14 after disruptive fires earlier in the year.



FREMONT
CHAMBER OF COMMERCE

Would you like to write an article?

Members: Send business related news and articles to Nina Moore at nmoore@fremontbusiness.com



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Member News

Heritage Bank announces new Senior VP / Regional Manager in Fremont office

Heritage Bank of Commerce announced that Henry Chow has joined its management team as Senior Vice President and Regional Manager in its Fremont office. Chow has 37 years of banking experience, during which he has served in the positions of Senior Vice President and Business Development Officer for County Bank; Chief Operating Officer for Pinnacle Bank in Gilroy; and Regional Credit Manager for Greater Bay Bank.

According to James Mayer, president of the Diablo Valley Banking Region, "Henry is a seasoned banker and a proven business development officer... and we are very excited to have him on board."

Heritage Bank of Commerce is headquartered in San Jose, with full service offices in Fremont, Los Gatos, Danville, Morgan Hill, Gilroy, Mountain View, Los Altos, Pleasanton, and Walnut Creek. For more information, please visit www.heritagecommercecorp.com.

Fremont Marriott welcomes new management team members

The Fremont Marriott Silicon Valley is proud to announce the following recent additions to its management team: Callette Nielsen, General Manager; Mike Gale, Assistant General Manager; Patricia Veronda, Multi-Property Director of Human Resources; Tony Gutierrez, Director of Engineering; Lynn Bassin, Director of Sales and Marketing; and Kevin Ferguson, Director of Finance and Accounting.

Callette Nielsen began her career in hospitality in Utah in 1991 and joined the Marriott organization in 1997. Since then, she has held the position of general manager at several different locations and most recently served as Regional Senior Director for 14 hotels in Colorado, Utah, Oklahoma, New Mexico, and Omaha prior to joining Marriott Silicon Valley as their General Manager.

Mike Gale has also worked for Marriott since 1997 at different locations and management positions in the Bay Area, before joining the Fremont Marriott as Assistant General Manager.

Patricia Veronda joined the team in June 2008 as Director of Human Resources for both the Fremont Marriott Silicon Valley and San Ramon Marriott. Her

career in Human Resources began in 1989 and she has many years of hotel H.R. experience, most recently at the Santa Clara Hilton.

Lynn Bassin also joined the Fremont Marriott in June 2008, as their Director of Sales and Marketing. Lynn has previously worked in sales management for other hotel chains, including 17 years for Hilton.

Tony Gutierrez joined the Marriott in late 2007 as their Director of Engineering, after a long career with the Navy, during which time he earned a Masters of Business Administration.

Kevin Ferguson joined the Fremont Marriott team as the Director of Finance and Accounting in 2007. Prior to arriving in Fremont, Kevin held different Operations and Accounting positions with Marriott in Oklahoma, Maryland, Connecticut, Seattle, and San Diego.

The Fremont Marriott Silicon Valley is located at 46100 Landing Parkway, Fremont. Their main number is 510-413-3700.

AlmaVia hosts free performance of "Never Too Late", Saturday August 9

AlmaVia of Union City will host a free musical performance of "Never Too Late," starring the Stagebridge Theatre Company on Saturday August 9th at 2 p.m. at Alma Via, 33883 Alvarado-Niles Road in Union City. The musical review features old-

time radio talk show favorites, songs, skits, commercials, and much more. The Stagebridge troupe of older adults, ranging from 50 to 90 years, entertains with a wink and a nod to memory lane. For reservations, contact 510-489-3800.

AlmaVia is an assisted living and dementia care community, open since October 2005. For info, visit www.almavia.org.

Fremont's Household Hazardous Waste Facility Now Open

The City of Fremont's Household Hazardous Waste Facility opened its doors to Alameda County residents on July 2. This new facility offers a free, safe, and convenient choice for residents to dispose of their household hazardous waste properly. Proper disposal keeps potentially hazardous materials out of the waste stream as well as storm drains and protects human health and the environment.

To protect customers who drop off household hazardous waste and the facility workers who handle it, materials must be packaged in sturdy, non-leaking closed containers. No individual container may be greater than five gallons or 50 pounds in size. Acceptable materials for drop-off include latex and oil-based paints, adhesives, used oil and filters, antifreeze, automotive batteries, garden-related items (i.e., fertilizers, ant traps), stains, varnishes, home generated sharps, bleach and cleaners, propane, and fluorescent tubes

and bulbs.

Fremont's Household Hazardous Waste Facility is located at the Fremont Recycling & Transfer Station at 41149 Boyce Road. The facility is open Wednesday through Friday, 8:30 a.m. to 2:30 p.m., and on Saturday from 8 a.m. to 4:30 p.m. The hazardous waste drop-off site is closed Sunday, Monday, and Tuesday.

For more information, including a comprehensive list of acceptable items for disposal, call 800-606-6606.

OneChild hosts third annual charity golf tournament on August 26

OneChild's annual charity golf tournament benefits their mission of providing underprivileged children with new clothes and school supplies. This year's tournament will be held on Tuesday, August 26th at the Poppy Ridge Golf Course in Livermore. 1 p.m. shotgun start. Sponsors and golfers wanted. For info, contact (510) 713-8643 or visit www.onechildca.org.

Ohlone College Foundation and Fremont Bank present 24th annual golf tournament on Sept 8

This 24th annual golf tournament will be held on Monday, September 8th at the Castlewood Country Club in Pleasanton. Proceeds will benefit Ohlone College Athletics. For information on registration and sponsorships, contact Connie Teshara at (510) 659-6220 or visit www.ohlone.edu/go/golf.

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District Business News

Shop 'til you drop at the Niles Antique Faire and Flea Market!

On August 31st, the entire downtown area of Niles will be blocked off for the 44th annual Niles Antique Faire and Flea Market, as Niles once again becomes a showcase for more than 200 vendors displaying their antiques, collectibles, arts, and crafts. Beginning at 6 a.m., and lasting until 4 p.m., antique aficionados and bargain hunters fill the

streets of Niles searching for treasures. Of course, it wouldn't be a street fair without great food booths to keep the attendees fortified!

While in Niles, visitors can also enjoy the unique shops and restaurants, ride the Niles Canyon Railroad, visit the Niles Essanay Silent Film Museum, and browse the myriad garage sales that abound the weekend of the Faire.

Make a day of it and visit Niles! For more information, contact Niles Main Street at info@niles.org or call (510) 742-9868.

Calendar of Upcoming Historic District Events

August 5: National Night Out
Check with local business associations for locations
6 - 8 p.m.

August 16: Hot August Niles Car Show
Sponsored by Niles Merchants Assn.
9 a.m. - 3 p.m., Niles

August 31: Niles Antique Faire & Flea Market
Sponsored by Niles Main Street Association
6 a.m. - 4 p.m., Niles

Upcoming Educational Opportunities

East Bay Small Business Development Center has scheduled the following FREE seminars for small businesses, at various East Bay locations:

Accessing Capital for Small Businesses and Start-up Companies:

This class is intended for the small business owner interested in securing a bank loan, leasing equipment or refinancing existing debt. Learn how a wide range of banks and other lending organizations evaluate your loan applications, and the types of funding they can provide. You will have the opportunity to meet and discuss your own financing issues with representatives from banks and other lending organizations.

Aug 5, 2 - 5 p.m.: SBDC Training Center, 1000 Broadway, Suite 109, Oakland

Aug 19, 9 a.m. - noon: 100 Civic Center Plaza, Dublin

Legal and Business Issues:

This class will provide an overview of business law concepts for the small business owner, addressing the general business legal issues that most entrepreneurs face when starting or growing a small business. Issues covered include entity formation (incorporation, partnership etc.), taxes, copyrights, patents, trademarks and real estate. You will have the opportunity to meet and discuss your own business issues with representatives from several participating law firms.

Aug 7, 2 - 5 p.m.: 1111 Broadway, 19th floor, Wendel Rosen Black &

Dean Conference Center, Oakland
Aug 21, 9 a.m. - noon: 777 B St., Hayward

Management Information Systems:

This seminar is designed to help businesses of all sizes and industry segments understand how to develop, implement and use Best Practice Management Information Systems.

Aug 12, 2 - 5 p.m.: SBDC Training Center, 1000 Broadway, Suite 109, Oakland

Buying or Selling A/Your Business:

This new class is a must for any small business owner or entrepreneur interested in learning how to successfully buy a business or sell their own.

Aug 26, 2 - 5 p.m.: 1111 Broadway, 19th floor, Wendel Rosen Black & Dean Conference Center, Oakland

To register for any of the above classes, visit www.eastbaysbdc.org or call 510-208-0410.

"Spare the Air" Employer Summit: Aug. 19, 8:30 - 10:30 a.m., Oakland.

Spare the Air Summit:

This 2nd annual Spare the Air Employer Summit is sponsored by the Bay Area Air Quality Management District. Hear employer perspectives on how to "blue" your business. Representatives from the Bay Area Air Quality Management District and leading employers will share ideas and experiences on implementing policies and practices to protect air quality and climate. The Summit will be at Wendel, Rosen, Black & Dean at 1111 Broadway, 19th Floor, Oakland, CA 94607. This event is FREE and breakfast is included. For questions or to register, visit www.sparetheair.org or call (415) 277-4915.

Expansion and Growth Capital: Sept. 17, 9 a.m. - noon, Fremont.

Expansion & Growth Capital Workshop:

This class is designed for businesses that have been operating for two or more years, are profitable, cash flow positive and seeking expansion capital with which to buy real estate, enter new markets, or otherwise expand. The seminar will cover many aspects of capital-raising such as angel investors, venture capital, bank financing, equipment leasing, and SBA-backed real estate lending among others. You will have the opportunity to meet and discuss your own financing issues with a panel of investment professionals, and there will be time for networking with the panel after the program. This seminar is co-sponsored by the East Bay Small Business Development Center, the City of Fremont and the Fremont Chamber of Commerce. It is FREE and will be held at Fremont's City Council Chambers. To pre-register, visit www.eastbaysbdc.org or call 510-208-0410.

pregnancy and pediatric care, custom orthotic casting and fitting, running gait analysis, and ergonomic assessments of workspaces and home offices. After working at a few Bay Area clinics, she has settled into practice in her hometown of Fremont and recently completed the Certified Chiropractic Sports Physician program. For more information, contact Melanie at (510) 284-0071 or visit www.melaniecoroneldc.com.

Dr. Melanie Coronel is the owner and chiropractor of Fremont Family & Sports Chiropractic. In addition to gentle adjustments, she also offers muscle release techniques, physiotherapies, rehabilitation programs,

Ergonomics—

from page 1

member the 20/20/20 rule. Every 20 minutes, look 20 feet away for 20 seconds.

Lift the Proper Way

Improper lifting techniques can not only lead to back injury but a number of injuries to other parts of the body. When you lift, always bend your knees and keep your spine straight in a neutral position. Lift loads close to the body and avoid lifting while your body is rotated. If you are lifting heavy loads, especially repetitively, have a lifting belt that is fitted to your individual size.

Get Up and Walk Around

When seated, the pressure of the body's weight is placed on the low

back. Over time, this pressure can cause problems in the low back and may result in pain. To prevent this, get up and walk around every hour. When you walk, the discs between your vertebrae stay healthy and it gives your back a break.

An ergonomics program is not only a valuable incentive to an employee but to an employer. Providing a safe environment at work increases productivity and ensures employees stay healthy and happy.

Dr. Melanie Coronel is the owner and chiropractor of Fremont Family & Sports Chiropractic. In addition to gentle adjustments, she also offers muscle release techniques, physiotherapies, rehabilitation programs,



Is your business plan in place?

Talk to a SCORE counselor at no charge. Schedule an appointment with Gene Page or Naeem Malik by calling 510-795-2244. Both counselors are available for your small business counseling needs. Appointments are held at the Fremont Chamber of Commerce: 39488 Stevenson Place, Suite 100, Fremont, CA 94539

Available times:
Mondays from 9 a.m. to 1 p.m.
Fridays from 10 a.m. to 12 noon



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To book your Holiday party or next special event contact Sales at 510-413-3745.

Based on availability, event must activate by 12/31/2008 and meet the \$5,000 minimum requirement.



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